



Have joined forces and are inviting you to this special event.

# HOW TO DESIGN LEGAL SERVICES THAT CLIENT LOVE? A LEGAL DESIGN WORKSHOP.



**When?** Wednesday 30th May. **What time?** 18:30 to 20:00 PM (JST). **Where?** Online (Zoom)

## About the workshop

Legal services have long suffered a reputation of being siloed and inaccessible. What if there was a way to overcome this challenge? What if legal professionals could be equipped with the skills they need to better understand their clients and develop tailored and effective materials?

Join us to meet Sarah, former head of legal and founder of legal design studio, LBH (Law But How?) as she walks us through the fundamentals of creating client-centric experiences as legal professionals. In this workshop, we will go through

- The principles of human-centered design
- How legal service providers can use it to build client-centric solutions
- The business outcomes behind adopting these methods
- Examples of real projects legal professionals have leveraged the methodology to create their first solutions
- The other skills required beyond human-centered design to run a successful legal information design project (plain language, information architecture, visual design principles)
- A case study: Angela Yuen, Deputy General Counsel at JERA will explain how her legal team is using visual communication to communicate in an engaging manner with the wider business. She'll also share some of the benefits and impact doing so has had for her legal team.





## About the speaker

### Sarah Ouis

is an experienced legal design consultant. Driven by a strong desire to problem solve creatively in the legal industry, she takes pride in assisting legal teams and legal service providers transform their delivery of legal services with legal design. As a legal design consultant, her goals include improving the usability and accessibility of legal information through different mediums, from contracts to policies to legal opinions. Her client base include multi-million dollar organisations from different industries, law firms and legal operations consultancies. Sarah is also a very influential legal professional on social media with over 20,000 followers on LinkedIn alone and a content that reaches millions of views.

